

**TUESDAY  
SEPT. 9,  
2003**

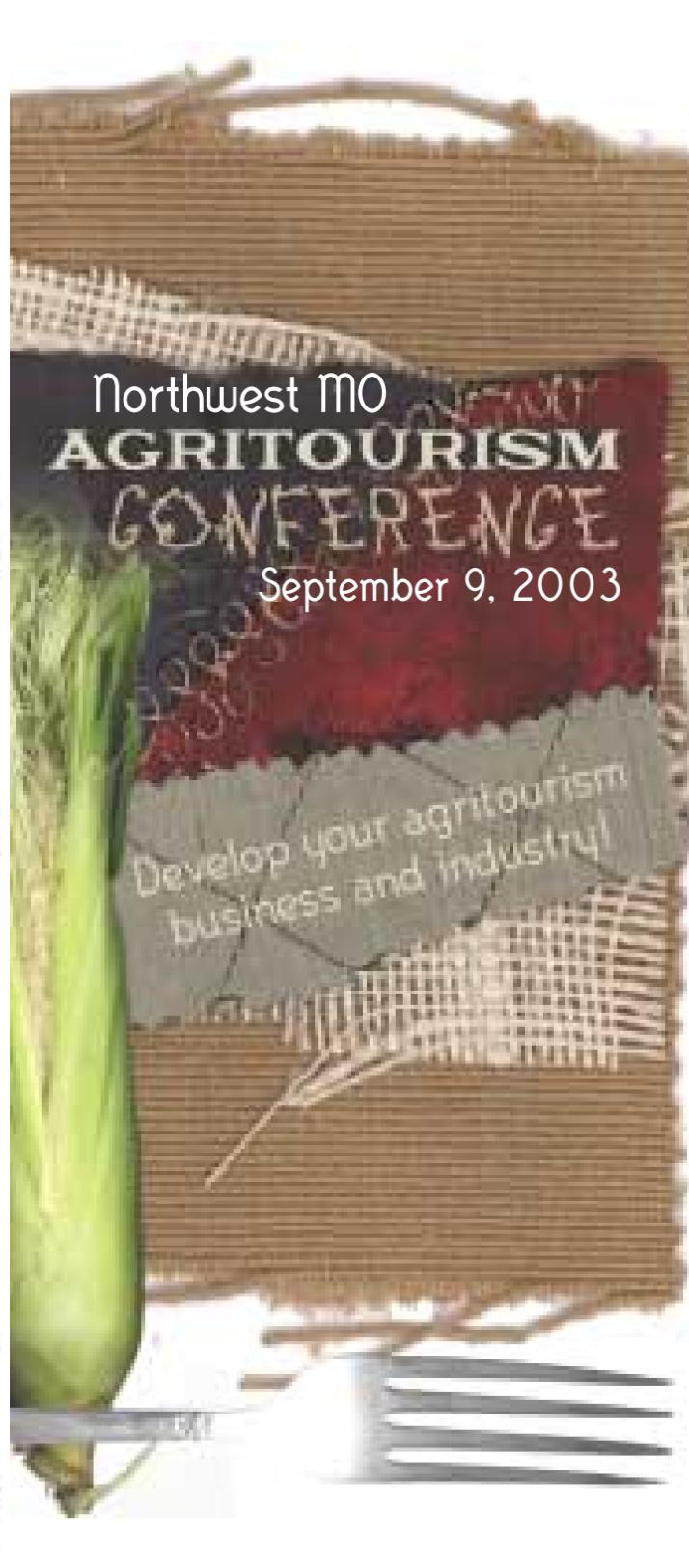
Ramada Inn  
4016 Frederick Ave.  
St. Joseph, Missouri  
Located just off I-29  
at Exit 47  
(Fredrick Blvd.)

8 am - 3:45pm

**Presentations for  
Businesses,  
Communities &  
Regions:**

- Developing a Business Plan
- Insuring Your AgriTourism Business
- Choosing a Legal Structure
- Accessing Debt Financing: A Banker's Point of View
- Navigating the Regulatory Terrain
- Properly Managing Taxes
- Pricing your products & services
- Developing a Community AgriTourism Plan
- Understanding Your Target Customers: Effective Market Research
- Building Your Advertising Strategy
- Effectively Marketing to Your Customers
- Using Events to Draw Customers
- Partnering with AgriMissouri
- Rural Tourism Development

Sponsored by: Missouri Department of Agriculture,  
United States Department of Agriculture and  
University of Missouri Outreach & Extension  
Layout & Design: Firehouse Design



Northwest MO  
**AGRITOURISM  
CONFERENCE**

September 9, 2003

Develop your agritourism  
business and industry!

# LEARN ABOUT agritourism

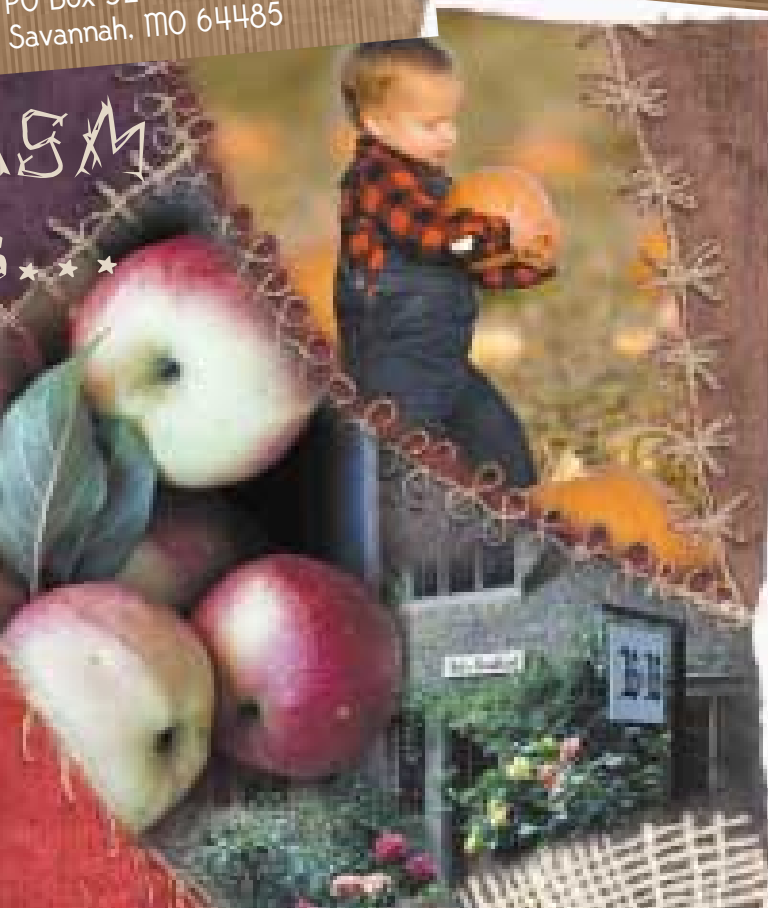
Learn from owners of agri-  
tourism businesses and  
business development  
experts. Visit with agri-  
tourism vendors.

REGISTRATION \$10  
Lunch included.

For more information or to  
register, please contact  
Andrew County Extension  
Center at 816-324-3147 or  
fill out the registration form  
below and mail to:  
Attn: Jim Humphrey  
Andrew County Ext.Center  
2nd floor Courthouse  
PO Box 32  
Savannah, MO 64485

## AGRITOURISM includes...

- Farm Stays  
or Farm Visits
- U-Pick Farms
- Wineries
- Fee Hunting/Fishing
- Bed and Breakfasts
- Entertainment Farms
- Fresh Fruit and Vegetable Stands
- Petting Zoos
- Corn Mazes
- Missouri Products Stores
- Recreational Tourism
- Agriculture Tours



# FEATURED speakers

**Glenn Weaver**  
Weaver & Associates

**Teresa & Sharon  
Burgher**  
Missouri Crop  
Management, INC..

**Allan Benjamin**  
Missouri Department of  
Agriculture

**Jerry Darnell**  
Small Business  
Development Center

**Marci Bennett**  
St. Joe Convention &  
Visitors Bureau

**Carolyn & Buddy  
Raasch**  
Carolyn's Country Cousins

**Sarah Shultz**  
Missouri Department of  
Agriculture

**Andy Hall**  
Mighty MO Munchies

**Ray Gilbert**  
beekeeper

**Cheryl Bilby**  
Nodaway Valley Bank

**Ann Wilkinson**  
Wilkinson Evans  
Consulting

## Registration Form:

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

# of Attendees \_\_\_\_\_

Business/Affiliate \_\_\_\_\_

Do you currently own/operate an agri-  
tourism business      yes      no

If so what type? \_\_\_\_\_

Are you interested in starting an agri-  
tourism business      yes      no

Are there specific issues you would like  
us to address? \_\_\_\_\_

Does your community promote agri-  
tourism businesses?      yes      no